

# The Home Care Client Experience

## Journey Map Example



Measure	Inquiry to Admission Ratio % of Clients		Net Promoter Score, Satisfaction Management, Sales per Full-Time Employee, Caregiver Turnover, Client Avg. Length of Service, Client Avg. Lifetime Value			
Brand Promise	Communicate Promise		Deliver Promise			Reinforce Promise
Journey Stages	Service Investigation	Purchase	Care Setup	Communication	Care Delivery	Ongoing Support
What the Client Values	To feel of our compassion and confidently know we are the best choice for them.	To feel confident they have made the right choice	To feel confident the care is customized to meet their needs	To be in the know regarding upcoming changes, improvements, and updates	To know they are receiving the best care available	To know they can get a hold of us 24/7 and feel like they are our most important client
Touch Points	Telephone inquiry call	In-home assessment	Introduction to caregiver(s)	Online access to schedule	Monthly caregiver training	Client education and resources
	Website	Detailed review of care needs	Care plan deployment	Friday check-up calls	Caregiver engagement on each shift	Referral partner engagement
	Internet searches	Service agreement	Satisfaction Management Setup	Email updates of care	Quarterly care plan review & update	Invoices
	Referral partners	Q&A document	Calendaring of care shifts	Quarterly care review	Supervisory visits & spot checks	Collection process
	Referrals from Current Clients	Satisfaction reports shared	Billing setup	24/7 support line	Professional appearance of care team	24/7 on call
	Home Care Pulse Certified Awareness	Written testimonials		Telephone etiquette & interaction	Consistency of caregivers	Care Coordinators
	Best of Home Care Award Awareness				Timeliness of caregivers	Office Team
	Information Packet in mail				Filling last minute schedule changes	